Module 4

Communities That Care

Milestone:
Engage Key Leaders

Module 1 Setting the Stage

Module 2 Overview: The Research Foundation and Process

Module 3 Milestone: Address Readiness Issues

Module 4 Milestone: Engage Key Leaders ← WE ARE HERE.

Module 5 Milestone: Educate and Involve the Community

Module 6 Milestone: Create an Effective Community Board

Module 7 Next Steps

Module 4 goal

Prepare Community Board members to involve Key Leaders in the *Communities That Care* effort.

Objectives

1. Identify Key Leaders in the community.

2. Determine ways to educate and involve Key Leaders.

Identify and discuss:

- efforts to involve Key Leaders

- Key Leaders who attended the Key Leader Orientation and others involved to date

- issues related to involving Key Leaders

- the Key Leaders' degree of commitment to the *Communities That Care* effort

- the structure established by Key Leaders to oversee progress of the *Communities That Care* effort.

Key Leader roles

- Commit to the process

- Involve other Key Leaders

- Establish the Key Leader Board structure

- Establish the Community Board

- Oversee implementation of the *Communities That Care* system

Key Leader

Key Leader roles

- Support the Community Board and hold it accountable

- Provide access to community resources and information

- Support the implementation and evaluation of the Community Action Plan

Key Leader

Champion roles

The Champion(s) will:

- provide inspiration and leadership

- influence other Key Leaders

- speak at community events and Community Board meetings

- "sign off" on key communications

- assist in fund-raising.

Identifying Key Leaders

1. Identify Key Leaders not yet involved.

2. As you list them, think about who might act as a Champion for the effort.

Engaging Key Leaders

"Why is this worth my time and effort?"

Work with a partner:

- One person role-plays the Key Leader (KL) and the other role-plays the Community Board (CB) member.

- The CB member introduces the *Communities That Care* system and asks the KL how he or she can/would like to contribute to the effort.

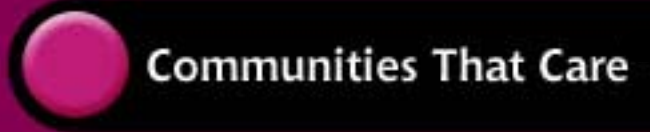- After 5 minutes, switch roles.

Communicating with Key Leaders

- Letters, phone and e-mail

- Events

- Meetings

- Newsletters

Key Leader planning

Communities That Care

Key Leaders to involve	Benefits?	Who will contact?	How?	By when?

Key Leader planning

Potential Champion(s)	Who will contact?	How?	By when?

Phase Two:
Organizing, Introducing, Involving

Module 1 — Setting the Stage

Module 2 — Overview: The Research Foundation and Process

Module 3 — Milestone: Address Readiness Issues

Module 4 — Milestone: Engage Key Leaders

Module 5 — Milestone: Educate and Involve the Community ← NEXT UP

Module 6 — Milestone: Create an Effective Community Board

Module 7 — Next Steps